

TO WHOM IT MAY CONCERN



P.O. BOX 1450

ALEXANDRIA, VA 22313-1450

IF UNDELIVERABLE RETURN IN TEN DAYS

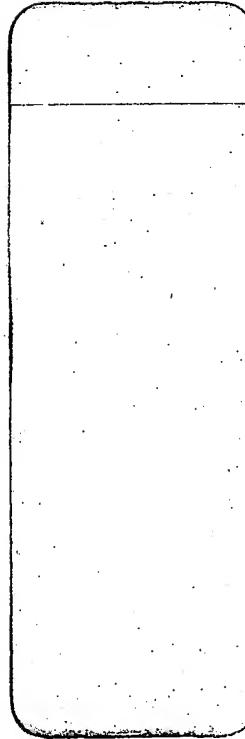
OFFICIAL BUSINESS

AN EQUAL OPPORTUNITY EMPLOYER

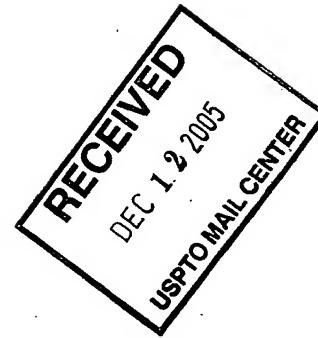


021A
0004205065
MAILED FROM ZIP CODE 22301

\$00.80
OCT 06 2006
MAILED FROM ZIP CODE 22301



סיבת איסור רשות הדואר:	
Reason for Non-Delivery	
<input checked="" type="checkbox"/>	UNKNOWN
<input checked="" type="checkbox"/>	MOVED
<input type="checkbox"/>	INCOMPLETE ADDRESS
<input type="checkbox"/>	REFUSED
<input type="checkbox"/>	UNCLAIMED
<input type="checkbox"/>	OTHER
RETURN DATE	12.04.2006
(12.04.2006)	
CN18722-0011	



2314446455



UNITED STATES PATENT AND TRADEMARK OFFICE

5/1/05
UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/078,000	02/20/2002	Ariel Peled	1122-US	4735
24505	7590	10/06/2005		EXAMINER
DANIEL J SWIRSKY PO BOX 2345 BEIT SHEMESH, 99544 ISRAEL				ABDI, KAMBIZ
			ART UNIT	PAPER NUMBER
			3621	

DATE MAILED: 10/06/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

RECEIVED
OPIE/1AP
DEC 13 2005

Office Action Summary	Application No.	Applicant(s)
	10/078,000	PELED ET AL.
	Examiner Kambiz Abdi /	Art Unit 3621

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 21 July 2005.
 2a) This action is FINAL. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-25 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 1-25 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. _____
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____	5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)
	6) <input type="checkbox"/> Other: _____

DETAILED ACTION

1. Claims 1-29 have been examined and are pending.

Claim Rejections - 35 USC § 101

2. Claims 1-25 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter.

The claims as presently claimed and best understood were considered in light of the new "Examination Guidelines for Computer-Related Inventions" and were found to be non-statutory. Discussion of the analysis of the claims under the guidelines follows.

The specification has been reviewed to see if the disclosed invention is in the technological art and that it has a practical use in the art. The review shows that the system uses a computerized method or system to achieve the sale of products such as airline tickets and automobiles to buyers who have submitted a purchase offer.

It is noted that method claim 1 fails to recite/define a computer, machine or device that would render the claim in the technological arts and in statutory status.

Claim Rejections - 35 USC § 112

3. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter, which the applicant regards as his invention.

4. Claims 1-25 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. The phrase " substantially..." renders the claims indefinite and vague.

Claim Rejections - 35 USC § 102

5. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

Art Unit: 3621

6. A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

7. Claims 1 rejected under 35 U.S.C. 102(e) as being anticipated by U.S. Patent Application

Publication No. 2005/0027617 A1 to Jeffrey M. Zucker et al.

8. As per claim 1, Zucker clearly teaches a method for making an anonymous computerized commerce transaction involving the delivery of digital merchandise comprising:

 sending first sensitive information from a first entity to a first intermediate entity (See Zucker abstract, figures 1-12 and associated text, paragraphs [0015]-[0020];
 processing said first sensitive information at said first intermediate entity (See Zucker paragraphs [0047] and [0059]-[0067]);

 creating first non-sensitive information operable to approve said transaction by said first intermediate entity (See Zucker paragraphs [0048]-[0051]);

 sending said first non-sensitive information to a third entity operable to perform said transaction (See Zucker paragraphs [0048]-[0051] and [0083]-[0085]);

 performing said transaction at said third entity, and transferring said digital merchandise to said first entity via a delivering entity comprising information operable to deliver said digital merchandise to said first entity without revealing said first sensitive information to said third entity (See Zucker paragraphs [0048]-[0051], [0083]-[0085], and [0113]-[0119]).

9. As per claims 6-9 and 10-23, Zucker clearly teaches a method according to claim 1 wherein said method further comprises a second intermediate entity operable to receive second sensitive information from said third entity and operable to process said second sensitive information and operable to create second non sensitive information operable to be sent to said first entity without revealing said second

Art Unit: 3621

sensitive information said second non sensitive information operable to approve said transaction and such different combination of entities to obfuscate the original entity (See Zucker paragraphs [0126]-[0127]).

10. As per claims 24-25, Zucker clearly teaches a method according to claim 1 wherein said method further comprises a third intermediate entity operable to receive third sensitive information from said third entity and operable to process said second sensitive information and operable to create third non sensitive information operable to be sent to a fourth entity without revealing said third sensitive information, said third non sensitive information operable to approve said transaction (See Zucker paragraphs [0033]-[0051], [0056]-[0067], [0083]-[0085], and [0113]-0119]).

Claim Rejections - 35 USC § 103

11. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

12. Claims 2-5 rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent Application Publication No. 2005/0027617 A1 to Jeffrey M. Zucker et al.

13. As per claims 2-5, Zucker clearly teaches a method according to claim 1, what Zucker is not explicit about is the said merchandise comprises digital video, audio, and software content. However, it would have been obvious to one having ordinary skill in the art at the time the current invention was made to consider the merchandise or the item to be delivered is in digital form for the motivation of the additional flexibility of delivery as well as enhanced choices of merchandise.

Art Unit: 3621

14. Examiner has pointed out particular references contained in the prior arts of record in the body of this action for the convenience of the applicant. Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other passages and figures may apply as well. It is respectfully requested from the applicant, in preparing the response, to consider fully the entire references as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior arts or disclosed by the examiner.

Conclusion

Any inquiry of a general nature or relating to the status of this application or concerning this communication or earlier communications from the examiner should be directed to **Kambiz Abdi** whose telephone number is **(571) 272-6702**. The Examiner can normally be reached on Monday-Friday, 9:30am-5:00pm. If attempts to reach the examiner by telephone are unsuccessful, the Examiner's supervisor, **James Trammell** can be reached at **(571) 272-6712**.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see

<http://portal.uspto.gov/external/portal/pair>

Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Any response to this action should be mailed to:

**Commissioner of Patents and Trademarks
Washington, D.C. 20231**

or faxed to:

(571) 273-8300 [Official communications; including After Final communications labeled "Box AF"]

(571) 273-6702 [Informal/Draft communications, labeled "PROPOSED" or "DRAFT"]

Hand delivered responses should be brought to the Examiner in the

Knox Building, 50 Dulany St. Alexandria, VA.

Kambiz Abdi
Examiner



September 30, 2005

Notice of References Cited		Application/Control No.	Applicant(s)/Patent Under Reexamination PELED ET AL.	
		Examiner Kambiz Abdi	Art Unit 3621	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-2005/0027617	02-2005	Zucker et al.	705/026
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	
	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.